WHAT IS CLAIMED IS:

- 1. An immunizing composition, comprising an immunizing effective amount of an antigenic product which induces an immune response against the β -secretase cleavage site of amyloid precursor protein (A β PP) and a pharmaceutically acceptable carrier, diluent, excipient, adjuvant, or auxiliary agent.
- 2. The immunizing composition of claim 1, wherein said antigenic product comprises a dendritic polymer, built on a core molecule, which is at least diffunctional so as to provide branching, and containing up to 16 terminal functional groups to which an antigenic peptide, that comprises an A β PP epitope spanning the β -secretase cleavage site of A β PP, is joined by covalent bonds.
- 3. The immunizing composition of claim 2, wherein said dendritic polymer contains eight terminal functional groups to which an antigenic peptide is joined.
- 4. The immunizing composition of claim 2, wherein said A β PP epitope spanning the β -secretase cleavage site of A β PP comprises residues 1 to 8 of SEQ ID NO:1.
- 5. The immunizing composition of claim 2, wherein said A\betaPP epitope spanning the $\beta\mbox{-secretase}$ cleavage site of AβPP comprises SEQ ID NO:5.
- 6. The immunizing composition of claim 2, wherein said antigenic peptide comprises two overlapping A β PP epitopes of said β -secretase cleavage site of A β PP.
- 7. The immunizing composition of claim 6, wherein said two overlapping A β PP epitopes are identical.
- 8. The immunizing composition of claim 2, wherein said core molecule is lysine.
- 9. The immunizing composition of claim 2, further comprising a molecule having adjuvant properties joined to said dendritic polymer.

- 10. The immunizing composition of claim 2, wherein said antigenic product is encapsulated in a liposome.
- 11. The immunizing composition of claim 1, wherein said antigenic product comprises a viral display vehicle displaying on its surface an A β PP epitope spanning the β -secretase cleavage site of A β PP.
- 12. The immunizing composition of claim 11, wherein said viral display vehicle is a filamentous bacteriophage.
- 13. The immunizing composition of claim 11, wherein said A β PP epitope spanning the β -secretase cleavage site of A β PP comprises residues 1 to 8 of SEQ ID NO:1.
- 14. The immunizing composition of claim 11, wherein said A β PP epitope spanning the β -secretase cleavage site of A β PP comprises SEQ ID NO:5.
- 15. A method for inducing an immune response against the β -secretase cleavage site of A β PP comprising administering the immunizing composition of claim 1 to a subject in need thereof to induce an immune response against the β -secretase cleavage site of A β PP and block β -secretase cleavage of A β PP, thereby inhibiting the formation of amyloid β .
- 16. A molecule comprising the antigen binding portion of an antibody against the β -secretase cleavage site of A β PP.
- 17. The molecule of claim 16 which is a monoclonal antibody.
- 18. The molecule of claim 16 which is a single chain antibody.
- 19. A filamentous bacteriophage display vehicle displaying the molecule of claim 18 on its surface.
- 20. A pharmaceutical composition, comprising the filamentous bacteriophage display vehicle of claim 19 and a pharmaceutically acceptable carrier, excipient, diluent, or auxiliary agent.

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- 21. A method for inhibiting the formation of amyloid β , comprising administering the filamentous bacteriophage display vehicle of claim 19 to an olfactory system of a subject in need thereof.
- 22. A method for inhibiting β -secretase cleavage of A β PP, comprising contacting the molecule of claim 16 with A β PP in the presence of β -secretase to inhibit β -secretase cleavage of A β PP.